



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

National Media
815 Slaters Lane
Alexandria, VA 22314

Contract # 327427

Schedule Dates	08/18/12-08/24/12	Date Entered	08/16/12
Advertiser	Republican National Committee (9117)	Last Modified	08/16/12
Agency	National Media (2711)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	3034 RNC (135372)	Headline #	06283457
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	ROBINSON,TRACEY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	20/442/3034	Commission	\$4,882.50
Account Types	National/Political	Net Total	\$27,667.50
Billing Type	Standard	Sales Tax	
Comments	RNC 8/18 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****, REPUBLICAN NATIONAL COMMITTEE		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Aug. 2012	21	\$32,550.00
Grand Total:	21	\$32,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/24/12-08/24/12	2	:30	12:05A- 12:35A (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12
2.0	Normal Line / Spot	08/24/12-08/24/12	2	:30	5P- 5:30P (EST)						1			1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYWIT NWS 5	8/16/12
3.0	Normal Line / Spot	08/24/12-08/24/12	2	:30	5:30A- 6A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
4.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	11:35P- 12:05A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12
5.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	5A- 5:30A (EST)			1						1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
6.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	5P- 5:30P (EST)			1						1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYWIT NWS 5	8/16/12
7.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	5:30A- 6A (EST)			1						1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
8.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	6A- 7A (EST)							1		1	\$750.00	\$750.00	Charlotte (WSOC)	EYE NW SA MRN1	8/16/12
9.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	7A- 8A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	EYE NW SA MRN2	8/16/12
10.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	11:35P- 12:05A (EST)					1				1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12
11.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	5A- 5:30A (EST)					1				1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
12.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	5P- 5:30P (EST)					1				1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYWIT NWS 5	8/16/12
13.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	5:30A- 6A (EST)					1				1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
14.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	11:35P- 12:05A (EST)					1				1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Charlotte, NC 28206-2700

National Media
815 Slaters Lane
Alexandria, VA 22314

Contract # 327427
Schedule Dates 08/18/12-08/24/12
Advertiser Republican National Committee (9117)
Agency National Media (2711)
Product Political - Issue (1068)
Brand 3034 RNC (135372)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name ROBINSON, TRACEY
Phone/Fax /
CPE 20/442/3034
Account Types National/Political
Billing Type Standard
Comments RNC 8/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, REPUBLICAN NATIONAL COMMITTEE

Date Entered 08/16/12
Last Modified 08/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06283457
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,882.50
Net Total \$27,667.50
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Aug. 2012	21	\$32,550.00
Grand Total:	21	\$32,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	5A- 5:30A (EST)				1					1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
16.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	5P- 5:30P (EST)					1				1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
17.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	5:30A- 6A (EST)					1				1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
18.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	5A- 5:30A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
19.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	5P- 5:30P (EST)						1			1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
20.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	5:30A- 6A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
21.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	6P- 6:30P (EST)						1			1	\$3,000.00	\$3,000.00	Charlotte (WSOC)	EYEWIT NWS 6	8/16/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

REP HEADLINE# 6283457
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
AUG16/12 15.2
*** WSOC-TV ***

ADV #	ADV. NAME ISS/RNC	REP. #	OFF. # 220	SALESMAN #
AGY #	AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC 815 SLATERS LANE ALEXANDRIA, VA 22314	BUYER NAME TRACEY ROBINSON		
ORDER #	CONTRACT # 6283457	CLASS: NATL.	LOCAL	REGIONAL
PRDCT RNC 8/18	EST#3034 COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES AUG18/12 AUG24/12 WK-1				
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE AUG16/12 15.22

REP: TO JILL
FR JARED
NEW RNC ORDER
TOTAL \$32550
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

REPUBLICAN NATIONAL COMMITTEE

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS:	WEEK	: DAYS	:TOTL:
:		:		:	:	:	:	:	DATE	:	/WK:	:SPTS:

AGENCY ADVERTISER CODE = 20
AGENCY PRODUCT CODE = 442

1 1135P-1205A 30 \$2,000.00 8/24 8/24 1  FRI 1

PROGRAM : ABC-NITELINE<
RA35-64 : 2.4
CON COM1: ABC-NITELINE<

2 500P-530P 30 \$2,200.00 8/24 8/24 1  FRI 1

PROGRAM : EYEWIT NWS 5
RA35-64 : 3.0
CON COM1: EYEWIT NWS 5

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ORDER WORKSHEET HARRIS REPORT FROM REP AUG16/12 15.2
*** WSOC-TV ***

LINE#	REP	CD	TIME	PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK	WEEK INVT	DAY	TOTL: SPTS:	
11			700A-800A		30		\$800.00	8/18	8/18	1		SAT	1	
	PROGRAM		EYE NW SA MRN2											
	RA35-64		2.4											
	CON COM1		EYE NW SA MRN2											
12			1135P-1205A		30		\$2,000.00	8/23	8/23	1		THU	1	
	PROGRAM		ABC-NITELINE<											
	RA35-64		2.4											
	CON COM1		ABC-NITELINE<											
13			500A-530A		30		\$1,000.00	8/23	8/23	1		THU	1	
	PROGRAM		EYE-5AM DAYBRK											
	RA35-64		1.9											
	CON COM1		EYE-5AM DAYBRK											
14			500P-530P		30		\$2,200.00	8/23	8/23	1		THU	1	
	PROGRAM		EYEWIT NWS 5											
	RA35-64		3.0											
	CON COM1		EYEWIT NWS 5											
15			530A-600A		30		\$1,000.00	8/23	8/23	1		THU	1	
	PROGRAM		EYE-5AM DAYBRK											
	RA35-64		2.3											
	CON COM1		EYE-5AM DAYBRK											
16			1135P-1205A		30		\$2,000.00	8/21	8/21	1		TUE	1	
	PROGRAM		ABC-NITELINE<											
	RA35-64		2.4											
	CON COM1		ABC-NITELINE<											
17			500A-530A		30		\$1,000.00	8/21	8/21	1		TUE	1	
	PROGRAM		EYE-5AM DAYBRK											
	RA35-64		1.9											
	CON COM1		EYE-5AM DAYBRK											
18			500P-530P		30		\$2,200.00	8/21	8/21	1		TUE	1	
	PROGRAM		EYEWIT NWS 5											
	RA35-64		3.0											
	CON COM1		EYEWIT NWS 5											

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HARRIS REPORT FROM REP

AUG16/12 15.2
*** WSOC-TV ***

:LINE#:	REP	:CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS:	WEEK :	DAY	:TOTL:	:SPTS:
:	:LINE#:	:	:	:	:	:	:	: DATE	: DATE	/WK:	INVT:			
19			530A-600A		30		\$1,000.00	8/21	8/21	1		TUE	1	
PROGRAM : EYE-5AM DAYBRK														
RA35-64 : 2.3														
CON COM1: EYE-5AM DAYBRK														
20			600P-630P		30		\$3,000.00	8/21	8/21	0		TUE	0	
PROGRAM : EYEWIT NWS 6														
RA35-64 : 4.2														
CON COM1: EYEWIT NWS 6														
21			700P-730P		30		\$3,000.00	8/21	8/21	0		TUE	0	
PROGRAM : INSIDE EDITION														
RA35-64 : 5.0														
CON COM1: INSIDE EDITION														
22			1135P-1205A		30		\$2,000.00	8/22	8/22	0		WED	0	
PROGRAM : ABC-NITELINE<														
RA35-64 : 2.4														
CON COM1: ABC-NITELINE<														
23			500A-530A		30		\$1,000.00	8/22	8/22	1		WED	1	
PROGRAM : EYE-5AM DAYBRK														
RA35-64 : 1.9														
CON COM1: EYE-5AM DAYBRK														
24			500P-530P		30		\$2,200.00	8/22	8/22	1		WED	1	
PROGRAM : EYEWIT NWS 5														
RA35-64 : 3.0														
CON COM1: EYEWIT NWS 5														
25			530A-600A		30		\$1,000.00	8/22	8/22	1		WED	1	
PROGRAM : EYE-5AM DAYBRK														
RA35-64 : 2.3														
CON COM1: EYE-5AM DAYBRK														
26			600P-630P		30		\$3,000.00	8/22	8/22	1		WED	1	
PROGRAM : EYEWIT NWS 6														
RA35-64 : 4.2														
CON COM1: EYEWIT NWS 6														

REP: TEL# 610-225-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

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*** WSOC-TV ***

REP HEADLINE# 6283457

*** ORIGINAL REV#0 ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH	: SEC	RATE	: START	: END	:SPTS:	WEEK :	DAY	:TOTL:
:				:	:		:					:SPTS:
:LINE#:	:	:										

27	700P-730P	30	93,000.00	8/22	8/22	0	WED	0
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PROGRAM : INSIDE EDITION
 RA35-64 : 5.0
 CON COM1: INSIDE EDITION

AUG/12 32550.00

CONTRACT TOTAL	32550.00
TOTAL SPOTS	21

MARKET TOTALS \$162,750 WSOC 20% WBTM 30% WCNC 19% WCCB 29% WJZY 0% WMYT 0% WAXN 2%
 CABL 0%

SVC- NSI
 DEMOS- RA35-64*